

Message Text

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PAGE 01 BONN 07076 281123Z

21

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FM AMEMBASSY BONN

TO USDOC WASHDC

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E.O. 11652: N/A

TAGS: BFOL, GW

SUBJECT: ADS FOLLOW-UP FOR HALE FIRE PUMP CO.,
CONSHOHOCKEN, PA.

REF: USDOC OM OF MARCH 18, 1976

BONN 17378 OF 10/23/75

IN COMPLIANCE WITH SUBJECT REQUEST THE EMBASSY COULD
UNFORTUNATELY NOT ELICIT ANY INTEREST IN SUBJECT OFFER.
THE EMBASSY RECEIVED THE FOLLOWING SELF-EXPLANATORY
COMMENTS FROM AMCONSUL FRANKFURT:

THIS OFFICE HAS DONE A THOROUGH CHECK TO FIND SUITABLE
BUSINESS CONTACTS FOR HALE IN THE FRANKFURT DISTRICT,
INCLUDING THE STATES OF HESSEN, RHEINLAND-PFALZ AND
SAARLAND, AND EVEN OTHER CITIES, YET WITH NO AVAIL.

THE MANAGEMENT OF THE HALE PUMP COMPANY SHOULD BE
ALERTED TO THE FACT THAT TO DEAL WITH STOCKING OR NON-
STOCKING DISTRIBUTORS FOR SPECIAL PUMPS SUCH AS THOSE
PRODUCED BY HALE, SEEMS NOT TO BE THE RIGHT APPROACH FOR
ENSURING ANY VOLUME OF BUSINESS. THE QUALIFIED MANU-
FACTURERS OF PUMPS IN GERMANY (FOREIGN MANUFACTURING SUB-
SIDIARIES INCLUDED) OPERATE THROUGH THEIR OWN NETWORK OF
DISTRIBUTORS AND AGENTS, THEREBY GUARANTEEING FOR RELIA-
BILITY OF SERVICE AND MAINTENANCE, IF AND WHEN RE-
QUIRED. BESIDES, PUMPS OF THIS TYPE AS OFFERED FOR SALE
BY HALE, HAVE TO MEET THE EXISTING STRINGENT GERMAN RE-
GULATIONS FOR SAFETY AND RELIABILITY.

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IN OUR OPINION, AND BASED ON EXPERIENCE, THE HALE COMPANY SHOULD CONSIDER A LINK-UP WITH A DOMESTIC MANUFACTURER IN ORDER TO UTILIZE INTER ALIA EFFICIENT CHANNELS OF DISTRIBUTION, MAINTENANCE, AND SERVICE.

PLEASE PUT THIS ISSUE BEFORE THE HALE COMPANY'S MANAGEMENT. SHOULD THEY DECIDE TO CONSIDER THIS ALTERNATIVE, THEY SHOULD REPLY TO OUR OFFICE AND WE WOULD THEN MAKE THE NECESSARY CONTACTS WITH THE MANAGER OF THE NATIONAL GERMAN PUMP MANUFACTURERS ASSOCIATION, DR. SPAHMER, OF THE VDMA IN FRANKFURT/MAIN.

APPROVING OFFICER: GUSTAF COONTZ, COMMERCIAL COUNSELOR

HILLENBRAND

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